

# JOSH MANDEL

Revision #: 0 Date: 8/20/2012

Client: OH-US SEN- JOSH MANDEL- 2012 Estimate: 2614  
 Media: TV Description: OH US SEN JOSH MANDEL AUG 21-AUG 27  
 Product: GENERAL Flight Start Date: 8/21/12 5:00:00 AM  
 Market: Cincinnati Flight End Date: 8/27/12 4:59:00 AM

#50591 WKRC-100%

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total Spots
					Dur	8/21	8/22	8/23	8/24	8/25	8/26	8/27	
<b>WKRC-TV</b>													
27	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$400.00	\$340.00	2 15	2	2	2	2	0	0	2	10
41	MTuWThF 6:00p-6:30p LOCAL12 NEWS-6<	EN	\$750.00	\$637.50	2 15	2	2	2	2	0	0	2	10
44	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	3 15	2	2	2	2	0	0	2	10
45	Su 11:00p-11:35p LATE NEWS	LN	\$850.00	\$722.50	3 15	0	0	0	0	0	2	0	2
<b>Total Spots:</b>					6	6	6	6	0	2	6		32
<b>Total Cost:</b>					\$21,700.00	\$18,445.00							
<b>Total</b>					AUG 12	\$17,700.00	\$15,045.00						26
<b></b>					SEP 12	\$4,000.00	\$3,400.00						6

Signature: \_\_\_\_\_

Disclaimer:

:15 BOOKED NOW ↗



## Summary by Station/System

Date: 8/20/2012

**Client:** OH- US SEN- JOSH MANDEL- 2012 **Estimate:** 2614  
**Media:** TV **Description:** OH US SEN JOSH MANDEL AUG 21-AUG 27  
**Product:** GENERAL **Flight Start Date:** 8/21/12 5:00:00 AM  
**Market:** Cincinnati **Flight End Date:** 8/27/12 4:59:00 AM

**Separation between spots:** 30

Station	Total Spots	STN Gross		STN Net PCT	
		PCT		PCT	
WKRC-TV	32	\$21,700.00	100%	\$18,445.00	100%
<b>Market Total:</b>	<b>32</b>	<b>\$21,700.00</b>		<b>\$18,445.00</b>	

**LOCAL 12**

<b>Orders</b>	Order / Rev: 50591	Alt Order #:	
	Product Desc: 2614	Estimate:	
	Flight Dates: 08/21/12 - 08/27/12	Original Date / Rev: 08/20/12 / 08/20/12	Order Type: GENERAL
<b>Agency</b>	<b>Name:</b>  <b>Strategic Media Placement</b>	Buying Contact:	
		Billing Contact:	7669 Stagers Loop Delaware, OH 43015

<b>Advertiser</b>	<b>Name:</b> Josh Mandel fo OHio US Senate
	<b>Demographic:</b> HH
	<b>Product Codes:</b> US Senate
	<b>Priority:</b> P-3
	<b>Revenue Codes:</b> AGY, POL-CAND, GEN

Bill Plan				Mo	Au	Se	To
Start Date	End Date	# Spots	Gross Amount	Net Amount			
07/30/12	08/26/12	13	\$17,700.00	\$15,045.00			
08/27/12		3	\$4,000.00	\$3,400.00			

Account Executives	Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM	LSM			Start Of Order - End Of Order	100%

# Spot Manager: All, 08/21/12-08/27/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: Josh Mandel fo Ohio US Senate</b>												
<b>Agency: Strategic Media Placement</b>												
<b>Station: WKRC-TV</b>												
<b>Order: 50591</b>												
<b>Line: 1</b>												
08/21/12	Tuesday	6:42:36 AM	:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$800.00		6a Good Morn Cincinnati	(6:00:00 AM-6:30:00 AM	2614	2614	P-2	5	LSM
							<b>\$4,000.00</b>					5

**Line: 2**

08/21/12	Tuesday	6:04:19 PM	:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	1	LSM
08/22/12	Wednesday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	2	LSM
08/23/12	Thursday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	3	LSM
08/24/12	Friday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	4	LSM
08/27/12	Monday		:15/:15	\$1,500.00		6p Local 12 News at Six	6p-630p	2614	2614	P-2	5	LSM
							<b>\$7,500.00</b>					5

**Line: 3**

08/21/12	Tuesday	1:33:00 PM	:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	1	LSM
08/22/12	Wednesday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	2	LSM
08/23/12	Thursday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	3	LSM
08/24/12	Friday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	4	LSM
08/27/12	Monday		:15/:15	\$1,700.00		11p M-F Local 12 News 1	11p-1135p	2614	2614	P-3	5	LSM
							<b>\$8,500.00</b>					5

**Line: 4**

08/26/12	Sunday		:15/:15	\$1,700.00		11p Sa-Su Local 12 Nws	11p-1135p	2614	2614	P-3	1	
				<b>\$1,700.00</b>								1
				<b>\$21,700.00</b>								16
				<b>\$21,700.00</b>								16
				<b>\$21,700.00</b>								16
				<b>\$21,700.00</b>								16
				<b>\$21,700.00</b>								16
				<b>\$21,700.00</b>								16

[Filtered by: ] [Sorted by: Station]